



## Senior Director, Marketing and Communications

### Background

The California Institute for Regenerative Medicine (CIRM) is the state's Stem Cell Agency. We were created by the voters of California when they approved Proposition 71 in 2004, and renewed when Proposition 14 was approved in 2020, providing \$5.5 billion to invest in stem cell research in California. CIRM's mission is to accelerate world class science to deliver transformative regenerative medicine treatments in an equitable manner to a diverse California and world.

To meet this challenge, our team of highly trained and experienced professionals actively partners with both academia and industry in a hands-on, entrepreneurial environment to fast-track the development of today's most promising stem cell and regenerative medicine technologies.

CIRM is the world's largest institution dedicated to helping people by bringing the promise of regenerative medicine closer to reality.

### General Statement

The Senior Director of Communications will oversee the Marketing and Communications team, including patient advocacy and community outreach.

### Job Functions

- Works with the Leadership Team and the CIRM Board to identify communications opportunities and to set priorities.
- Ensures all materials created and disseminated are in keeping with CIRM's brand identity and standards.
- Provides direct support for the CIRM President for internal and external communications, including developing messaging, press releases, speeches, reports, presentations, statements, and other materials that require an understanding of the subject material, context, and audience.
- Serves as the communications and public relations subject matter expert and consultant for the enterprise and develops and/or coordinates materials, websites, events, and social media activity.
- Prepares the annual budget for the Marketing and Communications Department.
- Oversees the creation and execution of the Annual Report.
- Develops materials that promote CIRM's commitment to DEI.



- Works with the Leadership Team and across the organization to promote DEI initiatives.

### **Supervision Received**

The Senior Director, Marketing and Communications, reports directly to the CIRM President and CEO.

### **Qualifications and Skills**

- Minimum 7 years' experience in media relations, public relations, and/or journalism. Science background a plus.
- Must have excellent verbal and written communication skills.
- Must be creative, flexible, and imaginative.
- Must be proficient with Microsoft Word, Excel, and PowerPoint and knowledge of Slack and Monday.com.
- Must have extensive experience in public speaking and presentations.
- Has an expert knowledge and understanding of all aspects of communications, including strategic planning for various media outlets.
- Highly developed skills to create, develop, and implement long and short-term strategic communication plans.
- Highly developed skills to advise and consult senior management on all aspects of communications, ranging from developing effective communication strategies, responding to media inquiries, and preparing talking points and responses for sensitive or complex issues.
- Excellent analytical, critical thinking, project management, and problem recognition, avoidance, and resolution skills.
- Knowledge and understanding of web content management systems
- Demonstrated success communicating complex science in everyday English.
- In-depth understanding of public affairs and communications industry best practices and trends.
- Excellent supervisory and people management skills; ability to lead and motivate a high-performing team with moderate resource requirements.

### **Working Conditions**

- Be available to work outside of normal business hours.
- Be able to travel statewide, out of state and internationally as necessary.

### **Attendance**

Must maintain regular and acceptable attendance at such a level as is determined at the Department's sole discretion. Must be regularly available and willing to work the hours the Department determines are necessary or desirable to meet its business needs.



## **Salary Range and Benefits**

The annual salary range for the Senior Director, Marketing and Communications, is \$188,000 - \$258,000. CIRM offers a competitive compensation package.

**Final Filing Date:** 10 days out or until filled

## **Application Instructions**

Interested candidates must submit completed application packages and all required documents must be received or postmarked by the final filing date in order to be considered. Required application documents include the following:

- **Cover Letter**
- **CV/Resume**
- **State Examination/Employment Application (Std. 678)**  
<http://jobs.ca.gov/pdf/std678.pdf>

A California State application is required as CIRM is a state agency. All applicable fields on the State Examination/Employment Application must be filled out completely. Clearly indicate on the application form in the field titled "Examination(s) or Job Titles for Which You Are Applying" the position title as indicated on this job announcement. Employment history on your application must be complete with dates, description of duties and responsibilities for each position held, contact names and phone numbers of supervisors. Experience and education relating to qualifications listed for this position should be included in your application to demonstrate your abilities in performing the job functions.

NOTE: For security purposes, your full social security number is not required on the application.

## **How to Apply**

You may submit your electronic application and any applicable or required documents to:  
[jobs@cirm.ca.gov](mailto:jobs@cirm.ca.gov)

You may mail your application and any applicable or required documents to:

Human Resources  
Attn: CIRM Recruitment Team  
P.O. Box 980790  
West Sacramento, CA 95798-0790

Dates printed on Mobile Bar Codes, such as the Quick Response (QR) Codes available at the USPS, are not considered postmark dates for the purpose of determining timely filing of an application.



## Contact Information

The Human Resources Specialist is available to answer questions regarding the application process and the position.

- Kathie Raftery
- Email: [kraftery@cirm.ca.gov](mailto:kraftery@cirm.ca.gov)

**Applicants requiring reasonable accommodations for the hiring interview process must request the necessary accommodations if scheduled for a hiring interview. The request should be made at the time of contact to schedule the interview. Questions regarding reasonable accommodations may be directed to the Equal Employment Officer listed below:**

- Vanessa Singh
- (510) 804-7622
- Email: [vsingh@cirm.ca.gov](mailto:vsingh@cirm.ca.gov)
- California Relay Service: 1-800-735-2929 (TTY), 1-800-735-2922 (Voice) TTY is a Telecommunications Device for the Deaf and is reachable only from phones equipped with a TTY Device.

## Equal Opportunity Employer

The State of California is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding, and related medical conditions), and sexual orientation.

It is an objective of the State of California to achieve a drug-free workplace. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing Civil Service, and the special trust placed in public servants.

## Benefits

Merit System Principles: Provided to public employees by the State Civil Service Act.

Benefits Summary: This webpage is intended to provide general information.

\*All hires at CIRM are Exempt from civil service and considered Excluded for the purposes of collective bargaining.